Shutdowns wane; auto output up

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

With almost all plants back in action after shutdowns for model changeover and vacations, scheduled car and truck output last week was the highest since downtime began seven weeks ago.

Domestic auto production was targeted at 133,737 cars last week, 6.47 percent more than the prior week's 125,606 and 6.27 percent more than the year-ago week's 125,852.

So far this year, 4,619,062 cars have been built, 4.28 percent less than the 4,825,408 completed last year at this point.

Companies split last week's scheduled output as follows: General Motors, 52.09 percent; Ford Motor Co., 22.99 percent; Chrysler Motors, 12.11 percent; Honda of America Manufacturing Inc., 5.47 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.25 percent; Nissan Motor Manufacturing Co. U.S.A., 2.15 percent; and New United Motor Manufacturing Inc., 1.94 percent.

Last week's estimated truck production of 77,407 rose 1.25 percent over the previous week's 76,455 and increased 14.59 percent over the year-ago week's 67,550.

Year-to-date, 2,764,407 trucks have been assembled, 8.03 percent more than the 2,559,043 built last year at this time.

Ford's Lorain, Ohio, plant remains idle until early October for model changeover.

Ford scheduled overtime next Saturday at its truck plant in Lorain.

All car and truck plants are closed today for the Labor Day holiday.

Week's totals rise in Canada

Last week's scheduled Canadian auto production totaled 19,041, which is 2.80 percent more than the prior week's 18,523 and 34.40 percent more than the year-ago week's 14,167.

The year-ago week's car and truck output was affected by shutdowns for model changeover.

So far this year, 725,264 cars have been built, 42.08 percent more than the 510,479 completed last year at this point.

Truckmakers targeted 18,570 units to be assembled last week, 3.89 percent more than the previous week's 17,875 and 26.63 percent more than the year-ago week's 14,665.

Year-to-date, 609,069 trucks have been produced, 10.10 percent more than the 553,188 assembled last year at this time.

Workers walked off the job Aug. 26 at Volvo's Halifax, Nova Scotia, plant over wages and other considerations.

Friday that negotiations were still under way and that this is the first strike in the history of Volvo's Canadian operations.

General Motors' Oshawa (No. 1), Ontario, plant remains idle until January for model changeover. When the plant reopens, it will assemble the new GM-10 Chevrolet Lumina.

U.S. CAR	Week Ended Sept. 3, 1988	Week Ended Sept. 5, 1987	Week Ended Aug. 27, 1988	Aug. Est.	Jan. 1 to Sept. 3, 1988	Jan. 1 to Sept. 5, 1987
Alliance	0	0	0	0	0	15,994
Total Eagle	0	0	0	0	0	15,994
Horizon	900	0	0	540	54,789	32,997
Sundance	1,500	1,686	1,349	5,514	68,709	63,316
Reliant	1,300	3,127	0	780	57,560	79,518
Caravelle	0	590	0	0	9,067	33,009
Gran Fury	200	250	313	748	15,875	4,129
Total Plymouth	3,900	5,653	1,662	7,582	206,020	212,969
LeBaron K	0	989	0	0	7,912	48,711
LeBaron J	1,600	2,449	1,620	3,988	50,331	77,645
LeBaron GTS	100	808	156	505	6,261	27,243
N. Yorker E-Class	0	1,776	0	0	0	55,046
N. Yorker C-Class	1,500	731	1,849	6,280	70,113	780
Fifth Avenue	900	2,318	961	3,230	19,384	36,136
Total Chrysler	4,100	9,071	4,586	14,003	154,001	245,561
Omni	900	0	0	540	53,502	28,363
Daytona	1,600	1,603	1,608	3,938	49,542	38,772
Shadow	1,700	1,811	1,575	5,573	67,909	65,322
Aries	1,600	2,678	0	960	56,170	74,147
Dodge 600	0	515	0	0	8,549	29,570
Dynasty	2,000	143	2,594	8,240	68,406	339
Lancer	100	489	108	348	6,016	16,995
Dip'omat	300	480	224	1,032	13,520	7,543
Total Dodge	8,200	7,719	6,109	20,631	323,614	261,051
CHRYSLER MOTORS	16,200	22,443	12,357	42,216	683,635	735,575
Escort	7,946	8,639	7,053	38,410	262,343	255,151
Mustang	4,172	4,584	3,572	14,998	135,310	144,670
Tempo	3,443	0	2,911	13,245	125,115	99,830
Taurus	7,335	7,109	6,030	32,768	265,279	280,262
Thunderbird	0	2,548	0	0	90,246	106,905
Total Ford Div.	22,896	22,880	19,566	99,421	878,293	886,818
Lynx	0	0	0	0	0	21,352
Topaz	1,325	0	1,066	5,255	47,244	32,858
Cougar	0	2,558	0	0	69,686	95,126
Sable	2,334	2,359	1,956	10,733	90,430	89,690
Total Mercury	3,659	4,917	3,022	15,988	207,360	239,026
Continental	1,189	0	1,676	5,606	31,021	9,610
Mark VII	757	699	826	2,885	16,795	18,818
Lincoln	2,251	3,493	2,492	8,684	87,010	94,686
Total Lincoln	4,197	4,192	4,994	17,175	134,826	123,114
Total L-M Division	7,856	9,109	8,016	33,164	342,186	362,140
FORD MOTOR CO.	30,752	31,989	27,582	132,584	1,220,479	1,248,958
Skyhawk	480	655	541	1,292	11,435	19,922
Skylark/Somerset	1,780	1,200	1,632	3,761	32,645	42,458
Century	4,335	3,037	3,914	10,397	76,454	116,331
Regal (rwd)	0	563	0	0	0	31,083
Riviera	273	238	78	244	3,995	8,731
Electra	1,229	1,946	1,320	5,152	56,943	61,411
LeSabre (fwd)	2,925	4,665	3,965	12,120	88,389	95,920
LeSabre (rwd)	235	131	59	584	6,802	6,260
Reatta	224	0	179	696	6,243	0
Total Buick	11,481	12,435	11,688	34,249	282,906	382,116
Cimmaron	0	152	0	0	3,693	7,942
Eldorado	320	321	251	657	24,195	13,046
Seville	243	395	209	463	15,048	10,920
Brougham (rwd)	915	1,770	791	2,848	21,537	46,689
Deville (fwd)	1,544	2,679	294	1,220	99,125	95,818
Allante	12	68	0	7	1,147	3,513
Total Cadillac	3,034	5,385	1,545	5,195	164,745	177,928
Cavalier	6,378	3,544	6,667	27,712	241,995	213,185
Camaro	2,300	2,056	1,761	3,709	59,036	84,141
Celebrity	3,600	4,253	3,603	14,713	122,590	204,791
Corsica/Beretta	9,195	7,189	11,184	43,204	278,859	217,261
Monte Carlo	0	1,611	0	0	0	47,207
Caprice	4,033	2,941	3,846	18,370	141,131	126,619
Corvette	440	0	452	2,068	14,990	18,448
Total Chevrolet	25,946	21,594	27,513	109,896	858,601	911,652
Calais	3,020	1,707	2,707	6,398	72,856	76,735
Firenza	0	282	0	0	5,230	3,495
Cutlass Ciera	645	0	471	1,056	14,865	99,968
Cutlass Supreme	3,280	1,518	2,765	6,074	97,866	52,002
Toronado	134	280	211	400	10,663	10,398
88 (fwd)	2,875	3,880	3,003	12,924	104,098	113,139
88 (rwd)	255	0	220	1,046	8,318	10,656
Olds 98	1,087	1,690	1,192	4,575	50,135	48,356
Total Oldsmobile	11,296	9,357	10,569	32,474	364,031	423,343
Sunbird	2,702	1,075	2,478	7,505	71,410	61,742
Grand Am	4,800	3,561	4,807	14,576	154,828	163,958
Firebird	1,615	1,122	1,256	2,707	40,966	56,007
Grand Prix	4,060	0	3,434	12,230	85,770	25
Pontiac 6000	2,150	2,337	2,147	8,765	52,563	54,618
Bonneville	2,425	2,704	2,307	10,179	75,152	87,230
Safari/Parisienne	135	164	133	594	5,447	6,705
Fiero	0	0	0	1,159	13,260	20,689
Total Pontiac	17,887	10,963	16,562	57,715	499,396	450,974
GENERAL MOTORS	69,644	59,734	67,877	239,528	2,169,679	2,346,013
HONDA	7,320	6,226	7,198	33,846	247,902	226,045
Civic	2,469	40	2,567	11,563	71,405	71,470
Accord	4,851	6,186	4,631	22,283	176,497	154,575
MAZDA†	4,351	0	4,699	19,970	81,405	0
NISSAN	2,870	2,685	2,652	12,963	73,104	90,322
NUMMI	2,600	2,775	3,241	14,560	107,263	135,366
Corolla	960	719	1,154	5,228	39,188	28,725
Nova	1,640	2,056	2,087	9,332	68,075	106,641
VOLKSWAGEN	0	0	0	0	35,595	43,129
Jetta	0	0	0	0	5,553	8,354
Total Cars, U.S.	133,737	125,852	125,606	495,667	4,619,062	4,825,408
Total Cars, Canada	19,041	14,167	18,523	64,814	725,264	510,479
U.S., Canada Cars	152,778	140,019	144,129	560,481	5,344,326	5,335,887
U.S., Canada Cars and Trucks	248,755	222,234	238,459	964,984	8,717,802	8,448,118

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Sept. 3, 1988	Week Ended Sept. 5, 1987	Week Ended Aug. 27, 1988	Aug. Est.	Jan. 1 to Sept. 3, 1988	Jan. 1 to Sept. 5, 1987
Eagle	0	—	0	0	0	—
Premier	1,221	—	946	1,827	41,299	—
CHRYSLER MOTORS	1,221	100	946	1,827	41,299	3,726
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	2,215	—	3,009	13,559	120,069	—
Topaz	1,000	—	1,336	6,453	44,575	—
Crown Victoria	2,804	—	2,369	9,407	86,146	—
Grand Marquis	2,956	—	2,486	9,737	86,686	—
FORD MOTOR CO.	8,975	4,802	9,200	39,156	337,476	304,722
Celebrity	181	—	535	1,665	14,708	—
Cutlass Ciera	3,339	—	2,736	8,390	164,880	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	0	—	0	0	29,675	—
Regal	4,000	—	3,707	8,512	104,751	—
GENERAL MOTORS	7,520	8,810	6,978	18,567	314,014	185,595
Civic	1,325	—	1,274	5,139	26,134	—
Accord	0	—	0	0	1,828	—
HONDA	1,325	230	1,274	5,139	27,962	9,569
VOLVO	0	225	125	125	4,513	6,867
Total Cars, Canada	19,041	14,167	18,523	64,814	725,264	510,479

U.S. TRUCK☆	Week Ended Sept. 3, 1988	Week Ended Sept. 5, 1987	Week Ended Aug. 27, 1988	Aug. Est.	Jan. 1 to Sept. 3, 1988	Jan. 1 to Sept. 5, 1987
Caravan	1,900	—	2,401	7,555	63,088	—
Dakota	2,000	—	2,014	7,503	70,537	—
Mini-Ram Van	100	—	46	286	9,065	—
Pickups	2,000	—	2,020	7,505	49,021	—
Total Dodge	6,000	7,902	6,481	22,849	191,711	181,946
Cherokee	3,600	—	4,491	13,534	120,595	—
Commanche	800	—	987	3,118	30,439	—
Grand Wagoneer	0	—	332	976	9,191	—
Pickups	0	—	0	0	0	—
Wagoneer	200	—	212	778	7,090	—
Total Jeep	4,600	4,651	6,022	18,406	167,315	150,727
Voyager	1,800	—	2,317	7,263	59,480	—
Total Plymouth	1,800	—	2,317	7,263	59,480	—
CHRYSLER MOTORS	12,400	12,553	14,820	48,518	418,506	332,673
Aerostar	4,738	—	4,499	19,929	135,713	—
Bronco	897	—	755	2,469	37,482	—
Bronco II	2,422	—	2,927	12,806	87,287	—
Econoline	4,996	—	4,585	20,067	158,693	—
Heavy trucks	1,110	—	1,047	5,936	44,645	—
Light trucks	9,780	—	7,882	37,543	328,844	—
Ranger	5,751	—	7,045	30,548	237,049	—
Total Ford Div.	29,694	28,259	28,740	129,297	1,029,713	994,888
FORD MOTOR CO.	29,694	28,259	28,740	129,297	1,029,713	994,888
Astro	3,100	—	3,070	13,943	118,770	—
Blazer	375	—	366	755	17,498	—
Mediums/Heavies	420	—	488	2,911	13,651	—
P-Model	875	—	886	3,080	27,691	—
Pickups	6,550	—	6,504	30,369	234,250	—
S-10	5,650	—	5,247	27,025	204,798	—
S-10 Blazer	3,250	—	1,378	8,783	109,853	—
Sportsvan/Van	1,820	—	1,816	8,433	63,676	—
Suburban	990	—	982	2,069	47,034	—
Total Chevrolet	23,030	15,599	20,737	97,368	837,221	774,088
Jimmy	85	—	93	186	5,042	—
Mediums/Heavies	680	—	610	2,821	26,709	—
P-Model	120	—	124	369	3,726	—
Pickups	1,920	—	1,845	8,624	72,053	—
S-15	1,325	—	1,247	5,763	46,335	—
S-15 Jimmy	865	—	426	4,774	31,160	—
Safari	755	—	784	3,549	30,200	—
Suburban	385	—	392	755	20,598	—
Vandura/Rally Vans	563	—	564	2,398	23,775	—
Total GMC	6,698	4,938	6,085	29,239	259,596	259,045
GENERAL MOTORS	29,728	20,537	26,822	126,607	1,096,819	1,033,133
NAVISTAR	1,485	1,311	1,910	8,491	58,199	49,449
NISSAN	1,350	2,140	1,413	6,458	65,470	58,440
AM GENERAL*	450	450	450	2,070	15,660	10,260
MISCELLANEOUS*	2,300	2,300	2,300	10,580	80,040	80,200
Total Trucks, U.S.	77,407	67,550	76,455	332,021	2,764,407	2,559,043

CANADIAN TRUCK	Week Ended Sept. 3, 1988	Week Ended Sept. 5, 1987	Week Ended Aug. 27, 1988	Aug. Est.	Jan. 1 to Sept. 3, 1988	Jan. 1 to Sept. 5, 1987
Caravan	2,624	—	3,269	12,929	94,803	—
Mini-Ram Van	181	—	199	827	8,821	—
Ram Wagon	584	—	562	2,562	16,542	—
Ram Van	1,704	—	1,380	6,757	44,148	—
Total Dodge	5,093	6,927	5,410	23,076	164,314	273,840
Voyager	2,315	—	2,582	9,897	84,206	—
Total Plymouth	2,315	—	2,582	9,897	84,206	—
Wrangler	1,248	—	1,302	5,063	33,252	—
Total Jeep	1,248	692	1,302	5,063	33,252	22,878
CHRYSLER MOTORS	8,656	7,619	9,294	38,036	281,772	296,718
FORD MTR. (lt. trks.)	2,898	1,949	1,754	12,277	108,237	99,301
Light trucks	3,232	—	2,987	11,681	101,643	—
Vans	1,376	—	1,527	2,819	38,474	—
Total Chevrolet	4,608	—	4,514	14,500	140,117	—
Light trucks	1,568	—	1,650	5,513	51,526	—
Total GMC	2,142	—	2,046	6,508	71,355	—
GENERAL MOTORS	6,750	4,872	6,560	21,008	211,472	150,768
NAVISTAR	266	225	267	1,162	7,588	6,401
Total Trks., Canada	18,570	14,665	17,875	72,482	609,069	553,188
U.S., Canada Trks.	95,977	82,215	94,330	404,503	3,373,476	3,112,231

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

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Danger lurks in Taiwan's auto boom

Market too small to feed all players

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

TAIPEI, Taiwan — Eu Cha Wen works at the San Yang Industries assembly plant, installing weatherstripping on the Republic of China's version of the Honda Civic.

In his early 20s and not long out of school, he makes $700 a month (about $3.20 an hour). Not many years ago, workers like Eu would be more likely to own a San Yang motorcycle than a San Yang Civic.

But with the cost of a Civic under a year's pay thanks to higher wages, increased foreign competition and manufacturing efficiencies, cars are not so far out of reach, especially considering the phenomenal 35 percent personal savings rate of the average Taiwanese.

Taiwan's middle class has discovered the auto. With more than half the island's 19.5 million population already licensed to drive and seven million motorcycles and motorbikes already on the roads, demand for cars is skyrocketing.

Imported auto sales may triple this year and capture 40 percent of Taiwan's total new-car market, but local manufacturers still expect double-digit growth in domestic sales of about 200,000 units.

Even the virtual evaporation of Taiwan's budding whole-car export industry has not dented the enthusiasm of domestic manufacturers. There has been a 30 percent appreciation of the New Taiwan dollar against the U.S. dollar.

see TAIWAN, page 34

AUTOMOTIVE NEWS/JOE WILSSENS

Lane: Olds will do an exclusive model only if it has significant volume

Olds' split personality

Division wants cars to attract all ages

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

BRIGHTON, Mich. — Oldsmobile is attempting to do what some General Motors insiders and Oldsmobile dealers say may be impossible — keep 11 million loyal customers while luring young new ones.

Last week Oldsmobile showed off its 1989 products and unveiled an expensive ad campaign targeted at both "the younger, more contemporary buyer" and "the established, older Oldsmobile owner."

But will it work?

Can a single car division sell a futuristic Cutlass Supreme to a 35-year-old woman and a stretched, traditionally styled Toronado to a businessman in his mid-50s?

Oldsmobile's top executives publicly say it can be done, but within the division, the debate continues. And the debate appears to be impacting product plans.

Oldsmobile recently scrapped plans for the Silhouette, a futuristic-looking, four-passenger vehicle built off of the GM10 platform but smaller than Oldsmobile's version, the Cutlass Supreme.

The move has sent Oldsmobile back to the drawing board in search of a model exclusive to the division. However, an exclusive model no longer appears to be at

see OLDSMOBILE, page 68

Ford, Nissan choose Ohio for joint van plant

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. and Nissan Motor Co. are expected to announce today that they will share production of a front-wheel-drive passenger van to be built by Ford in Avon Lake, Ohio.

Ford Executive Vice President Philip E. Benton Jr. was scheduled to make an announcement at 8 a.m. in Ford's Ohio Truck Works plant in Avon Lake, near Cleveland. Nissan President Yutaka Kume will make a similar announcement at about the same time in Tokyo. Ohio Gov. Richard Celeste was expected to join him.

Although the automakers declined to give details in advance of today's announcement, industry and union sources familiar with the project provided information. Job One is planned for Oct. 1, 1991.

Bodies for the medium-size van will be built in a new plant at the Avon Lake site. The vehicles will then be assembled in the plant that currently builds bodies for Ford's Econoline and Club Wagon vans, sources said.

The project also will include a new body shop for the Econoline/Club Wagon, which will continue to be shipped to Lorain, Ohio, for final assembly. A new paint shop in Avon Lake will serve both the Econoline/Club Wagon and Nissan-Ford van. Total investment will be about $2 billion, according to a union source.

Today's announcements will cap a 17-month study on the venture. Plans call for the van to be sold through Nissan and Lincoln-Mercury dealerships in the United States. It will be the first U.S. vehicle-sharing arrangement between the two countries' respective No. 2 automakers and will add another link to the growing ties between them.

The van will be larger than a Aerostar minivan but smaller than the Econoline, union sources said. A four-wheel-drive version may be offered later, a union source said.

While the joint venture van is a new vehicle for Lincoln-Mercury, auto analyst George Peterson, president of California-based AutoPacific Group and a former employee of both Nissan and Ford, says it is a replacement for Nissan's current rear-wheel-drive van. When Nissan introduced that vehicle two years ago, it said the van was an interim model.

Peterson said that Ford insisted on the front-drive configuration and concluded that was the reason why the U.S. automaker went with Nissan on the project rather than Mazda, which is set to introduce its own rear-drive van, known as the MPV, this fall.

He also expects the new model to be one of the first major projects

see FORD-NISSAN, page 70

OLYMPIC GOLD: *Rivals steal some of Buick's glitter*

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

What is the official car of the U.S. Olympic team? Though Buick paid $2.25 million to obtain that status, other carmakers — including another General Motors division — will bask in the Olympic spotlight, too.

Automakers such as Hyundai Motor America, American Isuzu Motors and some GM divisions are using their sponsorship of the telecasts of the Summer Olympic Games on NBC to link themselves to the games without paying for the much-coveted official vehicle status.

For example, ads being run by Hyundai, Isuzu and Chevrolet all use logos with Olympic rings and the NBC peacock symbol while promoting themselves as "proud sponsor of the 1988 Summer Olympic Games on NBC." The rings and logo are remarkably similar to the logo used by Buick and Jeep, the official truck/sport-utility vehicle of the U.S. Olympic team. The official logo has the USA symbol at the top of the rings.

"It does tend to diminish the effectiveness of the official car status," said Jay W. Qualman Jr., Buick general director of advertising. "Most people have trouble differentiating the two."

He added: "Other GM divisions asked us if they could (use the NBC/Olympics logo) and we told them they could. But it's still disappointing to pay all this money and see other people using the (NBC/Olympics) logo," Qualman said.

Buick was the official car of the games in 1984 and was faced with similar promotions from competitors, including Ford and Nissan.

Leon Rosen, American Isuzu manager of national marketing services, said the official Olympic sponsorship is not worth the cost, and the NBC television sponsorship gives the importer the same prestige for a lower price.

"The cost of the official Olympic sponsorship was not worth it. We got to use the rings. We're not bashful about it, we'll go

see OLYMPICS, page 69

Buick — official car of the Olympics

States challenge Chevy, GMC ad fee

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The legality of Chevrolet and GMC Truck's new mandatory advertising charges on dealer invoice is being challenged in two Midwestern states, and a dealer association source says more states could follow suit this year.

The Ohio Automobile Dealers Association and three member dealers have filed what they hope will become a class-action lawsuit on behalf of 290 GMC Truck and Chevrolet dealers in Ohio over the division's one percent mandatory charge for advertising.

The suit, which was filed Sept. 8 in U.S. District Court in Columbus, Ohio, could take up to two months for class-action certification.

Meanwhile, Michigan Attorney General Frank J. Kelley told Chevrolet last month that the division's new mandatory advertising charge violates a 1981 Michigan law protecting dealers from such practices and the state would take "legal remedies"

see TAX, page 67

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hot Corrado
led for U.S.
Page 2

GM eyes parts link
with Nissan
Page 3

GM300 line
will debut in '90
Page 4

GOAL SET

Campbell stresses dedication to job

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. -- Lewis Campbell, one of General Motors' newest vice presidents, was curious about what made the world's great leaders great.

So he studied them — Winston Churchill, Dwight Eisenhower, Mohandas Gandhi, the Kennedys and others.

Surprisingly, he found they had little in common. The one common thread they did share was what Campbell describes as a "fanatical dedication" to a simple belief.

In his new job as manager of the Flint Automotive Division of the Buick-Oldsmobile-Cadillac Group, the 42-year-old manufacturing engineer wants to instill in the 28,000 employees who work for him a fanatical dedication to customer satisfaction.

AUTOMOTIVE NEWS/JOE WILSSENS

Campbell: quality and costs top his list of areas for continued improvement

Campbell attributes the success of the Chevrolet Corsica and Beretta program to that fanatical dedication.

Campbell was named a manufacturing manager of the Chevrolet-Pontiac-GM of Canada Group as the Corsica and Beretta were in the works. It was his first job involving automotive assembly.

A graduate of Duke University with a bachelor's degree in me-

see CAMPBELL, page 68

GM's truck share rises, but cars slip

By Michelle Krebs and Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — General Motors has gained on its competitors in the truck market but again has lost ground in car market share in the past six months, a slump that GM and analysts say is temporary.

For the first eight months of the calendar year, GM's share of the U.S. car market has eroded by a point to 36.49 percent, from 37.49 percent a year ago. Car share has been dropping month by month since February, and hit 33.99 percent in August, the lowest point since November 1987 when market share sunk to 32.70 percent after the Oct. 19, [illegible] Wall Street crash.

GM's age-[illegible]rivals, Ford Motor Co. and Ch[illegible]ler Motors, have gained car share at GM's expense. Ford's share has risen to 21.73 percent from 20.19 percent a year ago; Chrysler's share has edged up to 11.43 percent from 10.73 percent.

The Japanese makers also made fractional gains in the first eight months of the year, while the European luxury makes have lost nearly a point of car share.

But on a less glum note, GM's eight-month share of the total vehicle market is 35.84 percent, compared with 35.66 percent in 1987.

GM sold 191,437 more vehicles in the first eight months than it did in the year-ago period. More than three-fourths of the increased deliveries have come from GMC and Chevrolet trucks. GM's light-truck sales are up nearly 15 percent over year-ago levels, and GM's share of light trucks has risen nearly 3 points to 34.44 percent.

Ford and Chrysler showed only fractional increases in light-truck share, while the Japanese have lost more than 4 points of market share.

Despite GM's drop in car share, the automaker is expected to regain the ground it lost to close 1988 with a higher market share than it had at the end of 1987.

Auto analysts generally concur with Lloyd Reuss, GM executive vice president in charge of North American automotive operations, who recently predicted that GM would end 1988 with 37 percent of the car market.

The slip in car share is blamed, in part, to GM's slow launch of the GM10 series, particularly the Oldsmobile Cutlass Supreme, and the lack of a four-door, which debuts as a 1990 model. Sedans now make up nearly 70 percent of the car market, according to a study by auto analyst Maryann Keller of Furman Selz Mager & Dietz.

Keller said the lack of a four-door model is particularly damaging at this time of year when automakers are taking fleet orders, which generally are for sedans.

In addition, GM has cut back on rebates in recent months. Keller said GM appears to be testing the waters to see how much incentive it needs on cars as it waits to launch the new 1989s.

GM has yet to match Ford's latest corporate-wide round of incentives, which have been in place for two weeks. "GM appears to be trying to decide what the appropriate level of discount for underlying demand is," Keller said. "Maybe now they need bigger incentives than what they have had."

GM may be trying to launch its 1989 line without incentives as it did last year. However, Reuss said in a recent interview that he expects incentives to be in place throughout the 1989 model year.

GM also has kept its inventory in check during the summer. GM's days' supply of inventory has been

Complete monthly details, Page 24

running at about 60 to 65 during the summer, at a time of year when automakers are building inventory for the new model year launch.

Ann Knight, auto analyst for PaineWebber Inc., said GM has been caught in a "downward public perception spiral."

"I think what is going on is a round of negative press on the company. It's made people look at GM's cars more critically than they otherwise would have," she said.

Ron Glantz, auto analyst for Montgomery Securities, agreed: "GM's quality has improved quite a bit. It takes a couple of years for that information to spread. They do have the most aggressive product program, their new product is a lot better and there is residual loyalty to GM."

Further erosion in car market share, analysts caution, could be dangerous to GM in the long run.

"A company cannot afford to ignore the issue of market share loss," Keller said.

GM eyes parts link with Nissan

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — General Motors is contemplating a $20 million joint venture with a Nissan-owned subsidiary to manufacture air conditioner parts in Springfield, Tenn. However, the question of whether to do business with a non-union partner appears to be holding up the deal.

California-based Calsonic International, a unit of Calsonic Corp., Japan, has begun construction of a new 150,000-square-foot plant in Springfield, 30 miles north of Nashville. Calsonic Corp. is the newly adopted name for Nihon Radiator Co. of Tokyo, which has $1.6 billion in annual sales. Nissan Motor Co. Ltd. is the majority shareholder in the 50-year-old corporation.

If an agreement is reached, the joint venture would be a 50-50 partnership between the U.S. and Japanese manufacturers, according to Kentaro Arai, Calsonic International president and chief executive officer. Arau said the plant will serve GM's Saturn Corp. in nearby Spring Hill, Tenn.

A GM spokeswoman, meanwhile, said any discussion of a joint venture with Calsonic at this time is "purely speculative" and declined further comment. She also said the company has no current plans to use Calsonic as a Saturn supplier.

Calsonic and GM are already involved in a joint venture overseas. Calsonic-Harrison, a venture between the Japanese company and GM's Harrison Radiator Division, manufactures air conditioning compressors in Japan.

"GM has not decided if it will be a partner yet. There are many problems on their side," Arai noted. "But I hope it will come to be."

Arai said GM's decision to participate also appears to be hanging on profit issues within the corporation, as well as union relations.

Calsonic does not have UAW representation at its American plants. Calsonic officials believe GM is concerned that a joint venture with a non-union automotive company could create a problem with its labor relations.

Calsonic manufactures radiators, exhaust systems, heaters and air conditioning components in Shelbyville and McMinville, Tenn. The company also operates a metal stamping plant as a joint venture with Yorozu Manufacturing Corp., Japan.

The operations have principally supplied Nissan Motor Manufacturing Corp. U.S.A.'s car and truck production in Smyrna, 40 miles away.

While the UAW has so far been unsuccessful in its bid to organize Nissan's factory, GM has granted the union a prominent role in launching its Saturn plant nearby.

Arai said Calsonic's facility in Springfield will begin production of air conditioning components in June or July 1989. He said the facility would be "very technologically advanced," but did not offer specifics. Approximately 150 workers will be employed there, he added.

In the past five years, Calsonic has built three plants as part of a manufacturing hub in Shelbyville. It also persuaded Yorozu to build its joint-venture plant in Morrison, Tenn.; purchased a small country inn and restaurant in Tennessee; and financed a $2 million walking horse arena in Shelbyville.

INDEX

Around the world	40-42
Auction dates	58
Classifieds	59-67
Coming events	28
Inventories	70
News briefs	8
Obituaries	6
Opinion	10
Personnel	44
Production	71
Sales, car	24
Sales, truck	14
Truck industry	14

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Walbro boss beat raid, saved company town

By Edmund Fitzgerald
AUTOMOTIVE NEWS STAFF REPORTER

CASS CITY, Mich. — At a diner in Michigan's Thumb area, Walbro Chairman Bert Althaver knows everyone and everyone knows him.

"I wouldn't want to say this is a company town . . ." Althaver said. But across the room, his wife is having lunch. At another table, son Brian, an overseas manager for Walbro, is in the midst of a purchasing confab.

In this small town there are farms and there is Walbro. Many of the locals hold stock in Walbro, which is the town's largest employer — 450 of its 2,250 population. And nowadays, everyone can glad-hand Althaver.

But a year ago this month, Walbro was up to its neck in a hostile takeover attempt by a New York conglomerate. Rumors were that if the company were sold, it might also be moved.

Instead, this $110 million maker of automotive fuel systems and small-engine carburetors is sinking its roots deeper. Walbro recently signed to supply the fuel injection systems for Australia's Orbital Engine Co. in that company's two-stroke engine deal with Ford Motor Co. About 55 percent of Walbro's sales are automotive-related.

It was the company's versatility that made Walbro an attractive takeover target.

UIS Inc., New York City, is in the business of taking over businesses. Its 14 companies — half of them auto suppliers — top $500 million in annual revenues. UIS President Andrew Pietrini had said, "Walbro fits perfectly with our automotive group of companies."

Suffice it to say Althaver, 57, had other ideas. On Aug. 31, 1987, because its Walbro holdings had reached 5 percent, UIS was forced by U.S. Securities and Exchange Commission regulation to inform Walbro that it had been secretly buying up stock.

"It came out of the blue," Althaver said. "Their president called and said they were interested in buying two-thirds of our stock, and I said, 'No, thank you.' "

UIS tendered an offer to buy 60 percent of Walbro's 3.5 million outstanding shares at $27.25 per share.

Althaver wrote the stockholders and asked them to keep the faith. Many are Cass City locals who have been owners since Walbro's founding. When Althaver's father-in-law, Wally E. Walpole, opened the doors in 1954, working capital was in short supply and the townfolk anted up $25,000.

During the takeover attempt, Althaver said, "I had people coming up who said, 'I wish I could buy more stock, but I don't have the money.' "

One guy in town, who obviously did have the money, bought $100,000 worth of shares during the fight.

John Haire, owner of the Cass City Chronicle, said there was "a unanimity of support" for Walbro, and the town's stockholders signed pledges not to sell.

On the executive end, Althaver readied for a fight. He canceled vacation plans and took a crash course in corporate raids.

"I did nothing else for eight weeks," he said. Walbro hired a law firm that specializes in takeovers — Wachtell, Lipton, New York. "They do this kind of thing *every* day," Althaver said.

The outside appraisal came from Goldman Sachs, New York. It agreed that Walbro was

see WALBRO, page 54

August sales trail '87 as imports sag

But 8-month total shows big gain

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Light-truck sales in the United States during August fell just short of last year's monthly high, as weakness in the import segment continued to pull the overall industry level down.

Foreign-based manufacturers retailed 72,875 light trucks in August, down 15.43 percent from 86,172 a year ago.

Domestic manufacturers retailed 337,165 light duties, up 2.90 percent from 327,666 a year earlier.

The domestics' market share increased to 82.22 percent during the month, up from 79.18 percent a year earlier. The imports' share declined to 17.78 percent from 20.82 percent a year ago.

Overall, industry sales of 410,040 light-duty vehicles last month fell just short of the 413,838 for like 1987. However, sales of 3,353,893 light trucks for the first eight months of calendar 1988 continued to maintain a sizable lead over the 3,179,979 sold in the 1987 period, keeping the industry on course for another record year.

All domestic truck manufacturers except Dodge reported sales gains in August.

Jeep scored the highest monthly gain on sales of 20,898 units, up 33.27 percent from 15,681 a year earlier. Ford with 117,487 sales was up 2.50 percent from 114,622 a year ago.

Ford has been selling trucks at maximum capacity for most of the year and is currently running into a supply problem. It only has 30 to 45 days' supply in most of its lines, according to Edward E. Hagenlocker, and general manager of Ford truck operations.

Chevrolet's sales of 115,458 light duties during August were up 4.56 percent from 110,428 a year ago.

Chevrolet has substantially narrowed Ford's lead on a year-to-date basis from what it was at this time last year, but Chevrolet still trails Ford by 94,003 units.

Ford retailed 1,005,702 light trucks during the first eight months against 911,699 for Chevrolet.

Ford's eight-month total was up 6.05 percent from 948,358 last year, while Chevrolet's eight-month total was up 14.23 percent from 798,104 a year ago.

GMC continued to show strong gains with sales of 30,198 light trucks in August, up 5.83 percent from last year. Its eight-month total was 243,499, a 16.74 percent increase.

Chrysler Motors' August truck sales of 53,124 declined from 58,400 a year earlier. The company's eight-month sales of 537,234 light trucks still maintained a strong lead over 480,425 in the year earlier period. The figures include only Dodge and Plymouth trucks.

Chrysler, like Ford, has run into a supply problem on some vehicles like full-sized vans, which has adversely affected its sales.

LIGHT-DUTY TRUCK SALES

	August 1988	August 1987	8 Mos. 1988	8 Mos. 1987
Vans	15,427	14,673	129,016	123,801
Aerostar	14,327	14,624	127,621	112,247
Club Wagon	1,149	1,572	17,841	18,250
Ranger	27,925	23,304	211,914	221,705
Bronco	3,751	3,493	35,535	32,309
Bronco II	11,699	12,072	84,475	81,614
Pickups	43,209	44,884	399,300	358,432
Ford	**117,487**	**114,622**	**1,005,702**	**948,358**
Vans	10,082	10,437	90,666	74,884
Sportsvan	590	974	9,401	8,290
Astro	13,559	12,437	115,152	102,919
S-10	23,992	21,687	169,131	159,552
S-10 Blazer	16,962	17,245	115,687	104,022
El Camino	0	1,826	420	10,075
Blazer	1,738	2,476	18,264	19,624
Suburban	5,113	5,181	45,074	38,000
Pickups	43,422	38,165	347,904	280,738
Chevrolet	**115,458**	**110,428**	**911,699**	**798,104**
Vans	4,163	5,976	40,939	48,132
Ram Wagon	1,441	2,119	17,518	21,352
Voyager	12,465	10,917	135,863	91,410
Caravan	13,269	11,473	146,411	96,881
Mini Ram Van	1,607	976	14,224	9,211
Ram 50	4,192	6,290	40,293	47,475
Raider	483	2,311	4,451	13,230
Ramcharger	1,684	2,025	13,281	16,214
Dakota	8,207	9,531	66,007	71,526
Pickups	5,613	6,782	58,247	64,994
Chrysler	**53,124**	**58,400**	**537,234**	**480,425**
Vans	4,217	2,957	33,246	25,980
Safari	2,952	2,623	24,165	22,001
S-15	4,910	5,414	35,955	34,498
S-15 Jimmy	3,992	3,764	27,863	24,686
Jimmy	582	652	5,133	5,379
Caballero	0	227	80	1,275
Suburban	1,733	1,493	15,664	12,762
Pickups	11,188	10,866	97,453	77,365
P Model	438	393	2,914	3,641
W-4	186	146	1,046	990
GMC	**30,198**	**28,535**	**243,499**	**208,577**
Wrangler	2,465	2,114	27,636	19,796
Wagoneer	677	997	5,744	8,284
Cherokee	13,196	8,249	95,503	69,610
Grand Wagoneer	1,316	1,289	9,094	8,751
Comanche	3,244	2,988	27,267	26,234
J-10/J-20	0	44	221	1,041
Jeep	**20,898**	**15,681**	**165,465**	**133,718**
Toyota	23,208	27,115	170,219	212,743
Nissan	16,875	18,042	114,848	148,397
Mazda	7,675	20,484	66,670	92,440
Isuzu	9,689	8,233	56,451	61,595
Mitsubishi	2,874	4,055	30,143	34,021
Suzuki	12,208	7,905	49,756	59,182
Subaru	0	66	9	1,118
Range Rover	346	272	2,198	1,301
Imports	**72,875**	**86,172**	**490,294**	**610,797**
Industry Total	**410,040**	**413,838**	**3,353,893**	**3,179,979**

Compiled by Karen Dettowski

Product, computers make news at Mack

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Mack Trucks has introduced a lighter version of its MR heavy-duty refuse truck, a new series of air-ride suspension systems and a long compound transmission with more versatile power-takeoff operation.

The company also has completed the first phase of its Macknet electronic distributor communications system.

The initial PC-based phase connects about 200 domestic Mack dealers to the company's world headquarters in Allentown, Pa. It permits distributors to prepare and submit warranty claims to the home office, check on the status of warranty claims, submit truck orders, use the company's truck locator service and track the status of new-truck orders.

Frank C. Marth, Mack's information manager, customer services, said the computer-based communications have improved the company's speed and accuracy in serving customers.

The second phase of the Macknet system will include a parts stock ordering capability that will link its dealer network with all five of its distribution centers.

Also, there will be a parts locator service that will enable a dealer to search instantly for parts needs through stocks at his regional distribution center and all Mack distribution locations as well. An emergency parts-ordering function also will be part of Phase II.

Other system enhancements in the future will include a computerized sales book, an electronic mail system and a life-cycle cost comparison program for customers' use.

The Macknet system was provided by General Electric Information Services.

On the product side, Mack's new MR version is 1,100 pounds lighter than previous comparably spec'd MR models without losing strength or integrity, according to officials.

The lighter model has front-axle capacities of up to 20,000 pounds and rear-axle capacities up to 44,000 pounds.

A new 20,000-pound taperleaf front suspension was specially designed to accommodate the static loads typical in front-loader refuse operations.

Mack displayed the new vehicle at Waste Expo in Washington with a big illustration indicating its 16,940-pound chassis weight. The vehicle was weighted with 10 gallons of fuel and no driver.

A number of light-weight aluminum components were used to achieve the vehicle's weight reduction. They include aluminum fuel tanks and air reservoirs, lighter-gauge cab roof and grille.

Mack's new taperleaf front spring arrangement is a big contributor to the weight reduction, along with the use of two, 925-ampere cold-cranking batteries in place of the standard four-battery arrangement.

Mack's new T2070 long compound transmission has four side-mounted PTO openings and permits both engine and gear-dependent PTO operation.

That allows the user to run the vehicle at the desired road speed, while operating the PTO-driven equipment at optimum speeds independent of vehicle speed.

The ability to drive the PTOs at either engine or gear-dependent speeds at the same time is useful to vehicle operators in the construction, refuse and other specialty markets, according to Jerry Hodel, Mack's manager of engineering sales.

"For example, an operator whose vehicle is equipped with this new transmission can simultaneously run a winch, lift a body and move the truck at desired speeds by using both end speed and any one of the forward or reverse gear ratios," Hodel said.

Mack calls its new series of lighter air-ride suspension systems the Air Leaf. They have a base weight of 841 pounds.

Officials said they have a stronger main support member that is 1⅞-inch thick at the axle attachment point for a 38,000-pound unit and 1⅝-inch thick for the 34,000-pound unit.

Case frame hangers are also used for added strength and, through the use of drop-in shims, torque rods can be adjusted and axles easily realigned if necessary.

The new suspensions are available in three capacities: 36,000 pounds, 40,000 pounds and 46,000 pounds. They also feature three spacings: 52-inch, 54-inch and 60-inch.

The Air Leaf suspensions are available on R, MH and RW models for use with the Mack 34,000-pound, 38,000-pound and 44,000-pound rear axles.

Orders for heavy trucks show increase of 23% for month

New orders for heavy trucks surged to their third highest level in 10 years during July.

The annualized rate of 205,000 was topped only by 211,000 in March 1979 and 238,000 in March 1984, according to David Healy, automotive analyst for Drexel Burnham Lambert.

July's orders were up 23 percent from July 1987 and lifted the three-month average of order rates to 171,000 from 163,000 the previous three months.

Healy said he doubts that July's booming order rate will be sustained.

"But it remains to be seen whether orders are shifting to a new higher level or whether July's surge was a fluke and the truck business will revert to its pattern of recent months," he said.

Healy said it was possible that more new trucks were being ordered partly because of the increased difficulty of shipping commodities by barge.

"Low river levels in this drought-affected summer also seem to be lifting truck traffic, so it's becoming difficult to sort out how much of the increase in the tonnage carried by truck is due to the strong economy and how much to stranded river barges," he added.

The American Trucking Associations' index of truck tonnage carried was up 14 percent year-to-year in June and 11 percent for the first half of 1988.

TRUCKING TRENDS

JOSEPH BOHN

In any event, strong traffic trends are a precursor of strong truck orders and sales.

Meanwhile, Healy revised his projection of medium-truck sales for 1988 due to weaker sales and orders.

He is now looking for 155,000 medium-truck sales for the year, down from an earlier projection of 159,000.

Healy said medium-truck sales in the first quarter, which ran at an annualized rate of 182,000, were distorted by some unusually large fleet orders, inflating his earlier expectations for the year.

Associates deal

Western Star Trucks Inc., Mississauga, Ontario, and Associates Commercial Corp. of Canada Ltd. signed an agreement whereby Associates will provide wholesale and retail financing to Western Star's Canadian dealers.

Western Star custom designs and manufactures Class 8 heavy trucks, retailed by more than 150 North American dealerships.

It also markets trucks to Australia and New Zealand through a licensing agreement and to other countries.

Oshkosh wins contract

Oshkosh Truck Corp., Oshkosh, Wis., was awarded a $97.9 million option to produce 584 trucks on an existing U.S. Army contract.

Production of the trucks will begin in May 1989 and run through October 1989.

SALES

DOMESTIC CAR SALES

	Aug. 21, to Aug. 31, 1988	Same Period, 1987	Aug. 1988	Same Month, 1987	Jan. 1 to Aug. 31 1988	Same Period, 1987
Alliance	39	1,303	114	2,303	3,921	18,670
Eagle	0	162	0	292	1,392	2,800
Premier	1,289	0	3,347	0	25,640	0
Total Eagle	1,328	1,465	3,461	2,595	30,953	21,470
Horizon	3,378	387	8,651	1,236	43,594	38,272
Sundance	2,712	2,565	7,697	6,776	59,923	54,795
Turismo	0	626	0	1,526	1,115	14,630
Reliant	2,810	2,002	7,024	4,646	79,150	64,014
Caravelle	284	1,239	650	2,783	11,479	25,634
Gran Fury	285	278	745	755	9,783	5,333
Total Plymouth	9,469	7,097	24,767	17,722	205,044	202,678
Laser	0	0	0	0	0	4,308
LeBaron K	682	2,079	1,703	5,431	17,667	40,986
LeBaron J	2,821	5,224	7,530	11,697	72,931	49,177
LeBaron GTS	674	970	1,624	2,389	11,764	23,020
Fifth Avenue	709	2,675	1,463	6,560	29,240	32,639
New Yorker C	2,896	0	6,630	0	47,960	0
New Yorker E	31	1,965	69	4,741	14,334	39,070
Total Chrysler	7,813	12,913	19,039	30,818	193,896	189,200
Omni	3,085	268	7,938	898	41,836	30,798
Shadow	2,565	2,396	7,156	6,523	63,069	52,354
Charger	0	547	0	1,346	1,022	18,310
Daytona	2,287	1,636	6,030	4,230	53,795	25,021
Aries	2,442	2,372	6,478	4,794	70,689	60,964
Lancer	463	695	1,013	1,767	7,656	17,572
Diplomat	566	556	1,305	1,445	14,901	8,304
Dynasty	1,922	0	4,588	0	47,740	0
Dodge 600	274	1,443	591	3,018	10,528	24,840
Total Dodge	13,604	9,913	35,099	24,021	311,236	238,163
CHRYSLER MOTORS	32,214	31,388	82,366	75,156	741,129	651,511
Escort	13,742	14,552	34,962	39,422	260,850	264,452
Mustang	4,084	4,108	11,511	12,537	122,882	123,075
Tempo	8,783	5,181	24,193	15,152	195,061	160,429
Taurus	8,432	12,042	25,912	33,549	266,901	239,004
Thunderbird	3,819	5,063	10,288	14,270	89,295	86,674
Probe	3,467	0	8,812	0	35,096	0
Crown Victoria	3,149	2,527	7,760	7,814	80,460	82,732
Total Ford Div.	45,476	43,493	123,438	122,744	1,050,545	958,366
Lynx/Tracer	1,841	3,075	4,875	7,665	40,790	46,252
Topaz	3,156	1,794	7,950	4,630	60,921	46,760
Sable	2,634	4,131	9,510	11,135	86,500	67,808
Cougar	3,449	4,790	9,890	12,803	79,754	77,189
Marquis	0	0	0	0	0	2,510
Grand Marquis	3,247	3,299	8,477	9,931	78,860	77,511
Total Mercury	14,327	17,089	40,702	46,164	346,845	318,030
Continental	1,353	333	3,164	989	26,714	9,516
Lincoln	3,789	4,677	9,111	10,689	82,422	80,608
Mark VII	655	923	1,606	2,236	14,403	17,797
Total Lincoln	5,797	5,933	13,883	13,916	123,539	107,921
Total L-M Division	20,124	23,022	54,585	60,080	470,384	425,951
FORD MOTOR CO.	65,600	66,515	178,023	182,824	1,520,929	1,384,317
Skyhawk	771	1,451	1,771	3,843	18,689	25,982
Somerset/Skylark	1,991	2,516	5,525	6,786	43,413	49,348
Century	5,521	6,142	12,374	15,350	81,097	100,703
Regal	4,995	1,186	11,206	4,063	83,019	35,788
LeSabre	4,448	6,175	9,996	17,844	97,748	97,770
Reatta	149	0	380	0	2,337	0
Electra	3,932	3,217	8,644	8,467	57,150	51,508
Riviera	171	306	455	832	6,130	12,898
Total Buick	21,978	20,993	50,351	57,185	389,583	373,997
Cimarron	162	556	484	1,488	4,750	9,373
Allante	122	82	250	224	2,413	1,544
Seville	611	431	1,571	1,041	14,360	14,839
DeVille	5,272	7,011	12,498	17,320	102,546	98,738
Brougham	1,782	2,771	4,499	6,720	28,607	36,219
Eldorado	1,249	644	3,000	1,592	20,558	13,857
Total Cadillac	9,198	11,495	22,302	28,390	173,234	174,570
Chevette	0	123	0	363	205	16,345
Nova	3,231	5,137	7,920	14,029	76,324	108,865
Cavalier	8,845	8,968	25,417	24,806	209,893	214,409
Camaro	2,671	3,953	7,797	11,090	68,893	89,661
Celebrity	6,480	8,186	17,727	23,101	174,357	219,785
Corsica/Beretta	9,337	11,164	28,040	30,272	288,341	134,630
Monte Carlo	556	2,044	1,744	5,884	25,459	43,739
Caprice	4,148	7,137	12,349	19,039	117,410	123,374
Corvette	572	616	1,741	1,827	17,069	17,052
Total Chevrolet	35,840	47,328	102,735	130,411	977,951	967,860
Firenza	153	642	437	1,609	7,517	11,404
Calais	3,319	3,792	9,351	10,684	74,063	74,674
Cutlass Ciera	8,839	10,374	23,688	26,322	165,288	174,060
Cutlass Supreme	4,314	2,106	9,834	6,199	72,965	72,632
Olds 88	3,648	6,989	9,136	19,469	113,500	123,932
Olds 98	2,414	2,813	6,444	7,390	51,019	47,377
Toronado	450	280	1,165	852	11,314	12,280
Total Oldsmobile	23,137	26,996	60,055	72,525	495,666	516,359
Fiero	767	1,286	2,026	3,384	19,621	33,469
Pontiac 1000	0	59	0	154	154	4,482
Sunbird	2,194	2,489	5,985	6,932	56,889	59,150
Firebird	1,591	2,378	4,539	6,757	42,559	56,083
Grand Am	5,368	5,684	14,396	18,372	157,617	150,567
Pontiac 6000	2,612	3,459	6,482	9,009	66,098	82,119
Grand Prix	3,746	338	9,054	860	62,681	10,760
Bonneville H	2,319	0	5,578	0	75,913	0
Paris./Safari	236	4,124	553	11,119	4,809	72,464
Total Pontiac	18,833	19,817	48,613	56,587	488,341	469,094
GENERAL MOTORS	106,986	126,629	284,056	345,096	2,524,775	2,501,880
HONDA	14,699	13,757	33,486	29,741	247,487	210,839
Civic	6,399	4,547	13,677	9,535	73,690	68,648
Accord	8,300	9,210	19,809	20,206	173,797	142,191
MAZDA	1,508	0	3,232	0	20,260	0
NISSAN	6,651	6,281	13,794	12,856	73,912	88,063
TOYOTA	2,778	1,744	5,069	3,500	39,074	25,071
*VOLKSWAGEN	0	2,559	0	4,799	24,939	45,313
DOMESTIC TOTAL	232,436	248,873	600,026	653,974	5,192,505	4,906,994
IMPORT TOTAL			281,989	308,647	2,073,730	2,049,832
INDUSTRY TOTAL			882,015	962,621	7,266,235	6,956,826

*—U.S.-built Volkswagen models sold after June 30, 1988, are included in import totals.

Imports, domestics share 8% dip

By Philly Murths
AUTOMOTIVE NEWS STAFF REPORTER

A normal run of incentives could not boost August's deliveries of U.S.-built and imported cars to meet the year-ago total.

Combined sales of domestic and imported cars dropped 8.37 percent to 882,015, compared with last August's 962,621 deliveries, when there was an infusion of cut-rate financing plans and hefty rebates.

Domestic car sales without captives slid 8.25 percent, or 53,948 units, to 600,026 compared with last year's 653,974. Four of the seven domestic carmakers, Chrysler Motors, Honda, Toyota and Nissan, reported increases. Those carmakers reported domestic sales gains in the final 10-day sales period, too.

MARKET SHARES, AUGUST 1988

	Total Sales	Pct. of Total
SUBCOMPACT	97,000	11.00
COMPACT	164,041	18.60
INTERMEDIATE	236,010	26.76
STANDARD	98,578	11.18
SPECIALITY	4,397	0.50
IMPORT	281,989	31.96
TOTAL	882,015	100.00

IMPORTED CAR SALES

	August 1988	August 1987	8 Mos., 1988	8 Mos., 1987
Acura	12,448	10,317	84,815	70,155
Alfa Romeo	386	523	3,433	4,575
Audi	3,220	2,694	16,601	32,143
BMW	6,563	8,057	47,262	58,915
Chevrolet	11,078	15,335	85,918	87,823
Chrysler	762	1,070	7,442	8,393
Daihatsu	1,152	0	7,545	0
Dodge	4,656	6,171	37,477	40,986
Ford	6,575	5,172	47,698	10,529
Eagle	1,473	1,382	10,500	8,320
Honda	20,602	23,472	165,842	182,871
Hyundai	25,119	26,850	191,772	184,378
Isuzu	3,197	5,874	17,382	27,179
Jaguar	1,645	2,084	13,081	14,148
Maserati	30	66	590	654
Mazda	20,872	20,756	156,096	130,365
Mercedes-Benz	6,799	7,483	57,745	60,003
Mercury	1,756	2,482	10,138	9,537
Mitsubishi	7,606	6,351	48,486	47,482
Nissan	29,986	33,747	245,669	279,878
Peugeot	573	793	4,589	6,086
Plymouth	4,270	5,760	33,933	37,207
Pontiac	4,642	9,510	40,803	18,813
Porsche	1,247	2,137	11,390	17,012
Saab	4,019	4,657	26,876	31,498
Sterling	930	1,426	6,582	9,317
Subaru	14,516	17,745	101,711	109,695
Toyota	58,466	61,451	401,546	357,513
*Volkswagen	14,272	11,002	99,297	88,135
Volvo	9,625	10,080	68,015	80,951
Yugo	3,504	4,200	23,496	35,271
TOTAL	281,989	308,647	2,073,730	2,049,832

*—Volkswagen totals include U.S.-built models sold after June 30, 1988.

Sales charts compiled by Karen Delkowski

Import-car sales also fell 8.64 percent to 281,989, compared with 308,647 a year ago.

The Big 3's share of the U.S. car market declined in August. With their captives, they took 65.72 percent of the market, compared with 67.53 percent in August 1987.

General Motors' share including captives dropped 4.44 percentage points to 33.99 percent compared with 38.43 percent a year ago. Ford Motor Co. boosted its share 1.34 percentage points to 21.13 compared with 19.79 percent in 1987. Chrysler Motors' share with captives rose to 10.60 percent, compared with 9.31 percent in 1987.

Foreign carmakers took a 34.28 percent share compared with 32.48 percent in August 1987. Japanese carmakers held 25.44 percent compared with 23.46 percent last August. The Europeans' share slipped to 5.99 percent compared with 6.23 percent in 1987, and the Korean share inched up to 2.85 percent, from 2.79 percent.

For the month, Chrysler's domestic car sales rose 9.59 percent, while Ford's slipped 2.63 percent and GM's plummeted 17.69 percent.

Honda, Nissan and Toyota reported solid domestic gains. Honda delivered 12.59 percent more U.S.-built cars. Nissan was up 7.30 percent, and Toyota jumped 44.83 percent.

Mazda, which was not producing cars at its Flat Rock, Mich., plant, a year ago, reported sales of 3,232 U.S.-built cars in August.

Regarding imports, Honda's Acura Division had a 20.66 percent sales gain compared with last year, although deliveries of Honda's imported Civics and Accords fell 12.23 percent.

Audi's August sales rebounded and were 19.52 percent ahead of last year's comparable August sales.

U.S. CAR SALES BY MARKETING UNITS

	August 1988	Percent Share	August 1987	Percent Share	8 Mos., 1988	Percent Share	8 Mos., 1987	Percent Share
Alfa Romeo	386	0.04	523	0.05	3,433	0.05	4,575	0.07
American Honda	66,536	7.54	63,530	6.60	498,144	6.86	463,865	6.67
BMW	6,563	0.74	8,057	0.84	47,262	0.65	58,915	0.85
Buick	50,351	5.71	57,185	5.94	389,583	5.36	373,997	5.38
Cadillac	22,302	2.53	28,390	2.95	173,234	2.38	174,570	2.51
Chevrolet	113,813	12.90	145,746	15.14	1,063,869	14.64	1,055,683	15.17
Chrysler	19,801	2.24	31,888	3.31	201,338	2.77	197,593	2.84
Daihatsu	1,152	0.13	0	0.00	7,545	0.10	0	0.00
Dodge	39,755	4.51	30,192	3.14	348,713	4.80	279,149	4.01
Eagle	4,934	0.56	3,977	0.41	41,453	0.57	29,790	0.43
Ford	130,013	14.74	127,916	13.29	1,098,243	15.11	968,895	13.93
Hyundai	25,119	2.85	26,850	2.79	191,772	2.64	184,378	2.65
Isuzu	3,197	0.36	5,874	0.61	17,382	0.24	27,179	0.39
Jaguar	1,645	0.19	2,084	0.22	13,081	0.18	14,148	0.20
Lincoln	13,883	1.57	13,916	1.45	123,539	1.70	107,921	1.55
Maserati	30	0.00	66	0.01	590	0.01	654	0.01
Mazda	24,104	2.73	20,756	2.16	176,356	2.43	130,365	1.87
Mercedes	6,799	0.77	7,483	0.78	57,745	0.79	60,003	0.86
Mercury	42,458	4.81	48,646	5.05	356,983	4.91	327,567	4.71
Mitsubishi	7,606	0.86	6,351	0.66	48,486	0.67	47,482	0.68
Nissan	43,780	4.96	46,603	4.84	319,581	4.40	367,941	5.29
Oldsmobile	60,055	6.81	72,525	7.53	495,666	6.82	516,359	7.42
Peugeot	573	0.06	793	0.08	4,589	0.06	6,086	0.09
Plymouth	29,037	3.29	23,482	2.44	238,977	3.29	239,885	3.45
Pontiac	53,255	6.04	66,097	6.87	529,144	7.28	487,907	7.01
Porsche	1,247	0.14	2,137	0.22	11,390	0.16	17,012	0.24
Saab	4,019	0.46	4,657	0.48	26,876	0.37	31,498	0.45
Sterling	930	0.11	1,426	0.15	6,582	0.09	9,317	0.13
Subaru	14,516	1.65	17,745	1.84	101,711	1.40	109,695	1.58
Toyota	63,535	7.20	64,951	6.75	440,620	6.06	382,584	5.50
Volvo	9,625	1.09	10,080	1.05	68,015	0.94	80,951	1.16
VWoA	17,492	1.98	18,495	1.92	140,837	1.94	165,591	2.38
Yugo	3,504	0.40	4,200	0.44	23,496	0.32	35,271	0.51
TOTAL	882,015	100.00	962,621	100.00	7,266,235	100.00	6,956,826	100.00
TOTAL GM	299,776	33.99	369,943	38.43	2,651,496	36.49	2,608,516	37.49
TOTAL FORD	186,354	21.13	190,478	19.79	1,578,765	21.73	1,404,383	20.19
TOTAL CHRYSLER	93,527	10.60	89,539	9.30	830,481	11.43	746,417	10.73
TOTAL JAPANESE	224,426	25.44	225,810	23.46	1,609,825	22.15	1,529,111	21.98
TOTAL EUROPEAN	52,813	5.99	60,001	6.23	403,896	5.56	484,021	6.96
TOTAL KOREAN	25,119	2.85	26,850	2.79	191,772	2.64	184,378	2.65

Big 3 totals include their captive imports.
Percent share may contain error of one or two points due to rounding.